



Providing Visibility into Social Media

Quick Start Guide to Techrigy SM2

1. Choosing Search Terms

A. What is your objective? Design your search to achieve the desired outcome...

Campaign or marketing program performance tracking? Voice of the client? Product ideas? Alerts for brand management? Competitive intelligence?

B. Think about the key words (search terms) your target audience would be using

We recommend searching for brands, product names, competitors & industry terms.

- Start with search terms that are broad, then focus the search if needed.

For large brands & topics have the searches specific enough so that the amount of information is not overwhelming. "Phoenix" and "restaurant"; "Hudson" and "plane crash"; "AIG" and "bailout"; "Nokia" and "N95"; "Humana" and "insurance"
- Choose words and phrases to exclude so that the results are not filled with irrelevant results. Ex: searching for "Phoenix", do not include the terms 'mythology' or 'bird'.

2. Using the **Search Wizard** in SM2

Step 1: Choose the **Type**. This will sort your search results on the Share of Voice report

Step 2: Enter Search Terms

- Words or phrases can be entered
- Put each search term on a new line (do not separate by a comma)
- Quotes are used to tell SM2 how to run the searches.
if you want to search for two different words/phrases in the same results, then use 'AND' along with quotes.

ex: **fish and chips** = is seen as "fish and chips" and all search results will have that phrase

"fish" and "chips" = each search result will have "chips" and "fish" in it but not necessarily together

Note: **Basic searches** only allow the use of "AND"

Advanced Searches are not available in the Freemium version



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Step 3: Add words that you don't want included in search results.

Step 4: Categories can be left blank at this point. Go on to Step 5

Step 5: Enter Date Range for Search (if you want to present, leave second one empty)

3. Click on **Run Searches Now**

4. Delete search results: If you delete a search in SM2, you may want to choose "Delete all results for the search(es)" also in order to keep your search results clean. Use Clear Results under Setup to reset the date in SM2 if you want to run the same search(es) again.

Click on **View Results** to see the results of your searches. This may take some time.

Questions? Contact us at support@techrigy.com or call 585.586.0160